



## OFFICIAL RESPONSES TO VENDOR QUESTIONS RFP-2019-DPHS-17-BREAS

No.	Question	Answer
1.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services</b> May the selected vendor perform RFP related tasks from outside of the United States?	Yes.
2.	<b>Section 3. Statement of Work, Subsection 3.1 Scope of Services, Paragraph 3.1.6</b> Would the selected vendor need to come to New Hampshire for meetings?	Yes.
3.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services</b> What is the Department currently doing to promote BCCP services?	The Department currently promotes the free screening program through the use of websites, Google Ads, written materials, including brochures and posters, and through the use of Community Health Workers who are employed by Federally Qualified Health Centers, Hospitals and Community Organizations.
4.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services</b> What does the Department find is working and not working well in their BCCP promotion?	We have data to show that provider-based recommendations are the most effective method for getting women to enroll in the program. However, we are seeking a contractor to help us reach women who do not have a regular provider or medical home and may not receive provider referrals.



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5.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services</b> Are these services currently under contract?	No.
6.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.2., Subparagraph 3.1.2.1.</b> Are all targeted populations being targeted in all identified geographical regions?	Yes.
7.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.2., Subparagraph 3.1.2.1.</b> Has the Department completed any market research?	Yes.
8.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.2., Subparagraph 3.1.2.1.</b> Will the Department share the results of its market research?	The Department will share results with the selected vendor.
9.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.2., Subparagraph 3.1.2.2</b> Who is responsible for purchasing and paying for the mass marketing materials identified in the RFP?	The selected vendor.



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10.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.2., Subparagraph 3.1.2.2</b> Will non-English materials need to be developed? If yes, what languages will be required?	Yes. At a minimum, Spanish.
11.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.2., Subparagraph 3.1.2.3.</b> Should the sample marketing plan be specific to this work or will the Department accept a marketing plan for similar, already completed work?	Either is acceptable.
12.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.2., Subparagraph 3.1.2.3.</b> Is the Department looking for the creation of a new branding identity as part of this initiative or will the Department use existing branding guidelines?	The Department is open to new branding for the free screening program based on vendor recommendations.
13.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.3.</b> Please define health system organizations.	For the purposes of this RFP, health system organizations should include the screening sites providing services through the free screening program. ( <a href="http://www.getscreenednh.com/our-team.html">http://www.getscreenednh.com/our-team.html</a> )



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14.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.3.</b> Does the Department have a required format for the ten (10) training sessions?	No.
15.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.3.</b> Would live virtual education and/or endured web-based education be acceptable formats for the ten (10) trainings?	Yes.
16.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.3.</b> Would the ten (10) trainings have the same content?	Yes.
17.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.3.</b> Will CEU training programs need to confer multiple credit types for various professionals (e.g. MD, PA, NP, Nurse)?	Yes.
18.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.3.</b> Should the sample training curriculum be specific to this project or is a sample from a previous, similar project acceptable?	Either is acceptable.



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19.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.3.</b> Does the Department anticipate having the selected vendor develop the training content?	No.
20.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.4.</b> Who developed the current NH Healthy Lives Website?	The Department
21.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.4.</b> Who maintains the website now?	The Department.
22.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.4.</b> Who will be hosting the website (selected vendor or the Department?)	Selected vendor.
23.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.4.</b> Does the Department have monthly usage statistics for the website?	No.



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24.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.4.</b> Are website development activities needed for both BCCP and AAEBI programs?	Yes.
25.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.4.</b> Will the selected vendor be redesigning all pages on the website?	Yes.
26.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.4.; and Subsection 3.3. Deliverables, Paragraph 3.3.2., Subparagraph 3.3.2.1.</b> Please describe the programs, services, and/or events desired in the Program Locator Tool.	See the CDC-approved programs and services: <a href="https://www.cdc.gov/arthritis/interventions/index.htm">https://www.cdc.gov/arthritis/interventions/index.htm</a>
27.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.4.; and Subsection 3.3. Deliverables</b> Would a calendar of events be acceptable for event listings?	Yes.



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28.	<p><b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.4.; and Subsection 3.3. Deliverables</b></p> <p>Are programs to be listed in the Program Locator Tool already collected in a database or is identification and collection part of this project?</p>	Both.
29.	<p><b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.4.; and Subsection 3.3. Deliverables</b></p> <p>What would the Department's preferred result from the Program Locator Tool look like?</p>	A map with programs identified based on a search by zip code.
30.	<p><b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.4.; and Subsection 3.3. Deliverables</b></p> <p>Would it be acceptable to link out to program/service websites for full information and registration to reduce administrative burden?</p>	Yes.
31.	<p><b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.4.; and Subsection 3.3. Deliverables</b></p> <p>Would it be acceptable to create and link to a standalone Program Locator Tool?</p>	Yes.



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32.	<b>Section 3. Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.5.</b> Please describe the user functionality embedded in similar Department websites that are in compliance with Section 508?	See Paragraph 3.1.5
33.	<b>Section 4. Finance, Subsection 4.1. Financial Standards</b> What is the budget breakdown?	\$166,568 per SFY is for marketing, which may include marketing/media, to update the NH Healthy Lives website, as well as to provide the 10 trainings. \$70,550 in SFY19 is to research AAEBI programs across NH, and create an Arthritis website with links to AAEBI programs. \$10,000 in each subsequent SFY is to maintain the Arthritis webpage.
34.	<b>Section 4. Finance, Subsection 4.1. Financial Standards</b> Will the selected vendor be allowed to mix funding to complete the overall project?	The selected vendor may mix funding to complete work on the NH Healthy Lives Website.
35.	<b>Section 6. Proposal Process, Subsection 6.6. Proposal Submission</b> May companies from outside of New Hampshire apply?	Yes.
36.	<b>Section 6. Proposal Process, Subsection 6.6. Proposal Submission</b> May companies from outside the United States apply?	Yes.





No.	Question	Answer
37.	<b>Section 7. Proposal Outline and Requirements</b> May applications be submitted via email?	No.